



# Southland Recovery Coalition ROSC Council FY25 Communications Plan

rev\_v3-10/31/24

## Overview of SRC

SRC is comprised of three anchor nonprofit organizations which include: Cornerstone Community Development Corporation, NFP (Cornerstone CDC); Indigenous Community Service Center (ICSC); and Together We Cope (TWC). With a host of members representing various industries, backgrounds, and people with lived experience, SRC raises recovery and mental health awareness.

SRC endeavors to create a recovery-oriented system of care in the south suburban region of Cook and parts of Will County. These counties include but are not limited to areas east and west of I-57 and the southeastern corridor of Will County, which includes parts of Park Forest, Steger, and University Park; along with Crete, Monee, and training/community workshop(s) in Joliet. Individually, our partners have been hard at work to provide a supportive recovery community and believe that the formation of a ROSC Council will significantly help to expand that work while building a holistic, comprehensive network of services. Systematic efforts to develop a robust public health approach focused on the prevention of substance use and mental health issues in the general population while changing communities and restoring lives.

This FY25 Communications Plan for SRC encompasses the communication strategies for effectively promoting its mission and initiatives in the south suburban Chicagoland region.

## Objective

To promote awareness, foster partnerships, and enhance the accessibility of resources for individuals and families impacted by addiction and recovery in the south suburbs of Chicago. The SRC aims to execute the ROSC council's strategic plan through targeted communication and outreach efforts, community engagement, and advocacy for individuals in recovery.

## FY25 Top Three Priorities

- Mental Health & Wellness> How wellness information supports recovery
- Working Partnerships> Collaborating with other community-based agencies
- Empowering Voices> How to effectively engage and support this emerging population

### 1. ROSC Council Strategic Plan & Communication/Outreach Strategy

#### A. Goals

1. Raise Awareness of SRC and ROSC initiatives, programs, and services for people in recovery.
2. Strengthen Partnerships with local government, healthcare providers, community organizations, and businesses.
3. Enhance Communication by keeping the community informed of SRC and ROSC council meetings, progress, and events.
4. Promote Employment and Advocacy opportunities for individuals in recovery.

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### B. Communication Channels

1. Website & Social Media: Dedicated pages for updates, events, and resources.
2. Monthly Newsletters: Email newsletters with notes from monthly meetings, upcoming events, and community resources.
3. Press Releases: Distribute updates on significant SRC and ROSC initiatives to local media.
4. Community Presentations: Present to stakeholders to build awareness and foster partnerships.

### C. Monthly Meeting Notes and Event Announcements

- Frequency: Monthly updates posted on website and emailed to subscribers.

- Content:

1. Summaries of monthly meetings
2. Announcements of upcoming ROSC council meetings and events
3. Highlights of progress toward strategic goals
4. Updates on community resource availability and needs assessment

### D. Community Resource List and Needs Assessment

1. Distribution: Updated resource list and needs assessment findings shared quarterly via email, website, and during meetings.
2. Engagement: Ongoing feedback from community members and stakeholders to refine resources based on emerging needs.

## 2. Communication/Outreach Plan

### A. Targeted Stakeholders

1. Local Government Officials: City and county representatives who can support policy change and resource allocation.
2. Healthcare Providers: Hospitals, mental health facilities, and treatment centers for addiction.
3. Community Organizations: Nonprofits, faith-based organizations, and support groups involved in recovery and rehabilitation.
4. Business Community: Employers and workforce development groups interested in hiring individuals in recovery.
5. Advocacy Groups and Families Impacted by Addiction: Groups and families who can share insights and raise awareness of recovery needs.

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### B. Presentation Schedule and Content

PRESENTATION TITLE	TARGET AUDIENCE	EXPECTED OUTCOME	RESPONSIBLE ROSC MEMBER	INDICATOR FOR SUCCESS
Overview of SRC and ROSC	Local Government	Increase awareness and gain support	Maya Hardy Kathryn Straniero	Legislative reps join or support SRC ROSC
Understanding the Community and Outreach	PLEs; agencies; recovery homes; sobriety programs	Knowing how to conduct outreach & raise recovery awareness	All	
Don't Be Scared PR Campaign	Young Adults; Teens; School-age youth	Reach special population	Lamont Wallace Jasmine Atkins Yvonne Orr	Have more youth representation for SRC ROSC

### Ongoing Communications Goals and Objectives (SMART Objectives)

1. Establish a more prominent presence, inclusive of all primary social media such as Facebook, X (formerly Twitter), Instagram, TikTok and YouTube (for streaming live events hosted by SRC).

*Objectives:*

- Drive content by an increase of at least 25% in engagement, views, and/or connections.
- Rebuild and use SRC's website to help engage persons outside of the region.

2. By the end of the school year, SRC will engage local school districts by conducting in-school presentations to inform, educate, and encourage school-aged youth, high schoolers, and college students about recovery awareness.

*Objectives:*

- SRC will have at least two (2) new young adults joining SRC by June 2025.
- SRC will conduct at least four (4) in-school presentations and/or tabling opportunities equating to 1 outreach event/opportunity per quarter for FY25.

3. Host at least one Community Listening Forum.

*Objectives:*

- Provide an opportunity for the recovery community to make its voice heard, help SRC to raise awareness about important issues, and develop support for taking action. Use places where SRC outreach has been doing outreach and presentations as a potential site (i.e., schools or churches).

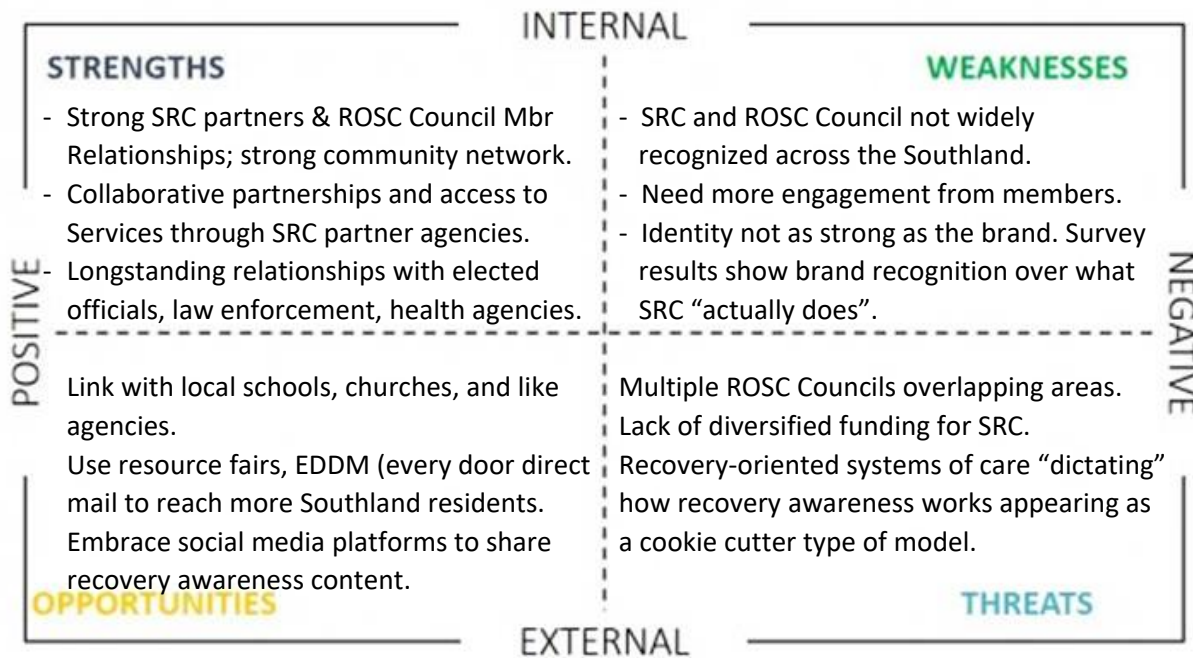


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- Increase recovery awareness throughout the Southland and recognition of the SRC ROSC Council in communities by at least 15%.
- Develop tracking tool (suggested mechanisms are the community survey used to track awareness of SRC).

## SWOT Analysis



## Target Audience

Audience	Communication Goal
SUD/MH Providers in our ROSC Region	All providers in our area are aware of our efforts to engage with the SRC ROSC Council and know how they can be involved.
Treatment Centers	Strong partnerships and MOUs in place with area treatment centers to serve as a support base for clients “graduating” back into community.
Churches	Strong partnerships and MOUs in place with mega churches and places of worship to support ministries, host presentations at meetings, and recruit SRC ROSC Council members.
Schools	Strong partnerships with ongoing, quarterly presentations in schools.

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### Special Population – LGBTQIA+

Reaching the LGBTQIA+ population with recovery awareness and mental health resources requires sensitivity, inclusivity, and an understanding of the unique challenges that this community faces. Here are some strategies and approaches that can help connect and engage with LGBTQIA+ individuals to promote recovery, mental health, and wellness:

1. Build Partnerships with LGBTQIA+ Organizations and Advocacy Groups
  - Collaborate with local LGBTQIA+ centers (like the Center on Halsted in Chicago) and advocacy groups that already have strong relationships with the community. These partnerships can offer shared spaces for programming, promote co-hosted events, and distribute recovery materials through trusted channels.
  - Offer co-branded resources for mental health and recovery awareness, aligning with language and imagery that resonates with LGBTQIA+ individuals. Partnering with well-respected organizations can enhance the legitimacy and reach of these resources.
2. Create LGBTQIA+-Inclusive Communication Materials
  - Use inclusive language and representation in all promotional materials, such as images that reflect diversity in sexual orientation, gender identity, and gender expression.
  - Develop resources that address specific needs of the LGBTQIA+ community in recovery, such as dealing with stigma, family rejection, and discrimination, and emphasize that these services are affirming and supportive.
  - Highlight LGBTQIA+ testimonials and success stories in recovery to offer role models and examples of overcoming challenges that may be specific to LGBTQIA+ individuals.
3. Host LGBTQIA+-Focused Listening Forums and Safe Spaces for Recovery Support
  - Organize listening forums specifically for LGBTQIA+ individuals, offering a safe, supportive environment where they can share experiences and discuss unique challenges related to addiction and recovery. Ensuring these forums are led or co-led by LGBTQIA+ facilitators can make participants feel more understood and respected.
  - Create support groups that are exclusively for LGBTQIA+ individuals in recovery, either virtually or in person, to foster a strong sense of belonging and understanding. Programs such as SMART Recovery or 12-step groups with an LGBTQIA+ focus can be helpful.
4. Provide Specialized Training for Recovery and Mental Health Practitioners
  - Ensure that recovery coaches, therapists, and other providers are trained in LGBTQIA+-inclusive practices. Training on issues like gender identity, sexual orientation, and cultural competence can help create a more welcoming and understanding environment.

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- Develop training workshops or informational sessions for local health providers on best practices for working with LGBTQIA+ populations, focusing on empathetic, non-judgmental support for both addiction recovery and mental health needs.
5. Participate in LGBTQIA+ Events and Gatherings
- Engage at Pride events, LGBTQIA+ health fairs, and support group gatherings, providing information about recovery resources, wellness programs, and mental health support that is LGBTQIA+-friendly.
  - Sponsor and attend community events, and offer resource booths with mental health professionals, brochures, and information about local services. Partnering with LGBTQIA+ businesses and event planners can strengthen visibility and trust.
6. Utilize LGBTQIA+-Specific Online and Social Media Platforms
- Share information on LGBTQIA+ recovery and mental health through social media platforms that have strong LGBTQIA+ user bases, such as Instagram, Twitter, and LGBTQIA+-focused subreddits.
  - Develop a virtual support network via social media groups or forums where LGBTQIA+ individuals can safely discuss addiction and mental health concerns, access online resources, and connect with local events and support services.
  - Create informational videos or livestreams that speak directly to LGBTQIA+ experiences with addiction and recovery. Hosting Q&A sessions with LGBTQIA+ individuals who are in recovery, or mental health professionals specializing in LGBTQIA+ care, can provide valuable information and encouragement.
7. Develop Resources on Trauma-Informed Care and Wellness for LGBTQIA+ Individuals
- Recognize that many LGBTQIA+ people have experienced trauma related to discrimination, identity struggles, and social rejection, which can complicate recovery and mental health needs. Develop trauma-informed, LGBTQIA+-specific resources on resilience, stress management, and self-care practices to help individuals work through their unique challenges.
  - Offer workshops on mental wellness and self-acceptance, addressing topics like internalized stigma, identity affirmation, and mindfulness practices tailored to the LGBTQIA+ experience.
8. Promote Employment and Advocacy Opportunities for LGBTQIA+ People in Recovery
- For LGBTQIA+ individuals in recovery, meaningful employment can be crucial to their self-worth and stability. Partner with inclusive businesses and organizations to promote job opportunities that welcome LGBTQIA+ applicants.
  - Encourage advocacy within the LGBTQIA+ community by offering leadership and advocacy training for those interested in sharing their recovery journey and supporting others. This not only empowers LGBTQIA+ people in recovery but also helps to raise awareness of addiction and mental health issues within the wider community.

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By focusing on inclusive and culturally sensitive strategies, the Southland Recovery Coalition can build genuine trust and support for recovery among LGBTQIA+ individuals, making recovery resources and mental health support more accessible and effective in the south suburban Chicagoland area. Generate ideas and identify the gaps in services to help transform policy, services, and systems that provide a recovery-oriented response for family members, as well as the persons seeking recovery.

- Create press releases, flyers, media posts, etc. to advertise annual SRC Recovery Conference by.
- Recruit 2-3 people to represent each identified ROSC Council stakeholder sector or category.
- Consult with council members to assist in identifying gaps in the ROSC Council Stakeholder sectors.

<p>Communication Plan – How we will communicate with the people in the community</p>	<p><b>SOCAL MEDIA</b></p> <ol style="list-style-type: none"> <li>1. Email Blasts with partner organizations i.e.: Southland Human Services Leadership Council</li> <li>2. Facebook</li> <li>3. Linked-In</li> <li>4. X (formerly Twitter)</li> <li>5. Instagram</li> <li>6. YouTube</li> </ol> <p><b>TELE-COMMUNICATION</b></p> <ol style="list-style-type: none"> <li>1. Provide all contact numbers (<b>Angelia Smith, Yvonne Orr, and Kathryn Straniero</b> to address any issues that the council may have.</li> <li>2. Have a dedicated conference call number for use</li> <li>3. Use e-blasts; group text</li> <li>4. Virtual meetups</li> </ol> <p><b>ONGOING COMMUNICATION EFFORTS</b></p> <ol style="list-style-type: none"> <li>1. Follow up via telephone &amp; email with Council Members</li> <li>2. Disseminate newsletters</li> <li>3. Disseminate flyers</li> <li>4. Publish information in local newspapers</li> </ol>
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Revisit Communications Plan annually to revise based on current Strategic Plan.